

Remarks

Rejection Of Claims 1-9 and 12-18 Under 35 U.S.C. §101

Claims 1-9 and 12-18 have been rejected under 35 U.S.C. §101 as being directed to non-statutory subject matter for failure to produce a useful, concrete and tangible result. Independent claims 1 and 12 have been amended to recite the calculation and output of a satisfaction prediction utilizing the claimed satisfaction prediction model. Claims 1 and 12, as amended, more clearly recite the production of a useful, concrete and tangible result. Accordingly, withdrawal of the rejection under 35 U.S.C. §101 is respectfully requested.

Rejection Of Claims 1-8 and 10-17 Under 35 U.S.C. §103

The Office Action rejects claims 1-8 and 10-17 under 35 U.S.C. §103(a) as being obvious over Lang (U.S. 6,807,518) in view of Gustafsson. The Office Action acknowledges at pages 8-9 that Lang does not teach or suggest constructing a satisfaction prediction model for at least one motor vehicle buyer that has not completed the survey based on the aggregate of buyer satisfaction as recited in original independent claim 1, and independent claims 10 and 12 as amended. At pages 9-10, the Office Action cites Gustafsson for these limitations.

The Applicant respectfully traverses the argument that Gustafsson teaches or suggests constructing a satisfaction prediction model for at least one motor vehicle buyer that has not completed the survey based on the aggregate of buyer satisfaction as recited in the claims. Each of the passages from Gustafsson cited in the Office Action at page 9 relate to the collection and presentation of *actual* survey responses from customers, not a model for buyers that have not completed a survey. At page 253, for example, Gustafsson states “they carried out the analyses for each survey separately (i.e. a separate analysis for the sales, the workshop, and the car.)” Figure 3 (page 255) reports “*Stated Loyalty*” as a function of “*Actual*

Behavior.” At page 253 the article states that Figure 3 “shows the level of *stated* loyalty for the group of *respondents* who have actually been loyal to the ones who have switched.”

Gustafsson merely describes conducting traditional surveys to link quality measures to business performance. (Abstract.) Quality drivers and their relationship to customer satisfaction are determined *based on the collected data*. (e.g. Figure 2, p. 253 column 2.) Like the prior art described in the Applicant’s Background section, the data described in Gustafsson was limited: “the number of respondents for whom the authors could access data on how good the deal was for Volvo was limited.” (Page 254, Column 1.) The Applicant’s invention overcomes this problem by constructing a model for buyers that have not completed surveys, as recited in the claims.

The Office Action acknowledges that neither Lang nor Gustafsson teach the limitations of claims 4-8, 11 and 14-17 which include the use of machine learning, decision trees, recursive modeling, neural networking and logistic regression to construct the buyer satisfaction prediction model recited in the independent claims. The Office Action takes official notice of these limitations as well known techniques for analyzing customer data. But the claims do not recite mere analysis of customer data. The claims recite using the various techniques to construct a buyer satisfaction prediction model *for instances in which no customer data exists for analysis in the first place*. Accordingly, the Applicant respectfully contends that such a use for the claimed techniques is not common knowledge or well known in the art.

The Office Action did not provide a prior art rejection for claim 13, and allowance is respectfully requested.

Rejection Of Claims 9 and 18 Under 35 U.S.C. §103

The Office Action rejects claims 9 and 18 under 35 U.S.C. §103(a) as being obvious over Lang (U.S. 6,807,518) in view of Gustafsson and further in view of Kuntala

(U.S. 20030212691). These claims are patentable at least because they depend from proper independent claims 1 and 12, respectively, for the reasons expressed above. MPEP 2143.03.

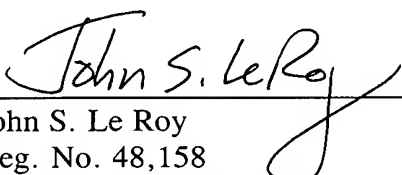
Conclusion

Applicant has made a genuine effort to respond to the Examiner's objections and rejections in advancing the prosecution of this case. Applicant believes all formal and substantive requirements for patentability have been met and that this case is in condition for allowance, which action is respectfully requested.

Please charge the extension of time petition fee in the amount of \$120, and any additional fees or credit any overpayments as a result of the filing of this paper, to Deposit Account 06-1510 (Ford Global Technologies, LLC.) A duplicate of this paper is enclosed for that purpose.

Respectfully submitted,

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Date: **September 4, 2007**

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